



# The Spotty Dog Books & Ale



## The Store

Now entering our 11th year, The Spotty Dog Books & Ale is an **independent bookstore** known for its **well-curated, eclectic mix of books, art supplies and a bar/café** situated in a beautiful old firehouse. We have twelve artisan beers on tap including locally crafted Evans' Ales and Crossroads Ales. The Spotty Dog is also a **music venue**, hosting up to four shows a month in varying genres including noise, folk and jazz. The store boasts a retractable movie screens for films, author presentations, and for our annual **Spotty Dog Short Film Festival**.

- Approximate total square footage of books:1,200.
- Balance of the approximate 2,500 square feet occupied by bar/café and art supplies.
- Seating for 45 with additional standing room.

## The City

Hudson was named one of the **Top Ten Cool Small Towns in America** in *Budget Travel's* April 2006 issue, and the Spotty Dog was one of four local businesses highlighted in the article.

Hudson is the only city in Columbia County, with an estimated population in 2010 of 6,713. Hudson boasts a large tourist draw spring through the holiday season, with many visitors from the capital district, western Massachusetts, and New York City. **Hudson has a large, sophisticated population of retirees, second homeowners, and New York City commuters** with disposable income for entertainment and luxury purchases.

- 2 hours from New York's Penn Station on Amtrak. The Hudson train station is a 10-minute walk to our door. New York City is a 2.5 hour drive.
- 45 minutes from Albany
- 2.75 hours from Boston

## The Spotty Dog Books & Ale

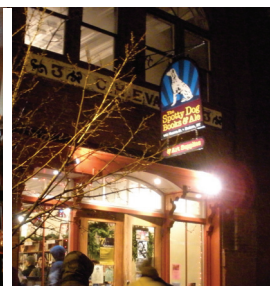
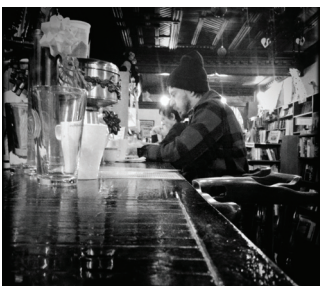
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## As Seen In...

The New York Times

Condé Nast  
Traveller

The Boston Globe

NEW YORK

The Washington Post

Chronogram  
ARTS. CULTURE. SPIRIT.

Hudson Valley  
MAGAZINE

timesunion.com

CHICAGO SUN-TIMES

Harpers  
BAZAAR.com

Budget Travel

MAXIM

theguardian

## Author Events

Date	Author/Event	Title	Qty. Sold
07/11	Off the Page (Random House Special Event)	Various	52
10/22	Nancy Fuller (Food Network)	<i>Farmhouse Rules Cookbook</i>	44
10/31	Maira Kalman	<i>Beloved Dog</i>	34
11/14	Huger Foote	<i>Now Here Then</i>	22
02/13	Lynda Blackmon Lowery	<i>Turning 15 on the Road to Freedom</i>	49

## Hudson Children's Book Festival

Annually, since May, 2009, the festival has become the largest event of its kind in New York State and hosts up to 95 authors and illustrators each year, including such luminaries as Jane O'Connor, Jacqueline Woodson, Walter Dean Myers, and Jane Yolen. The Spotty Dog is the official bookseller for this event with over 5,000 attendees per year and 4,000+ transactions at the registers during the 5-hour event.

## Partnerships

Spotty Dog has a working relationship with many area not-for-profits and businesses:

- **The Hudson Area Library**, re-opening in a new, modernized space in April 2016, featuring a community room with seating for up to 100.
- **The Hudson Wine Merchant**, an upscale wine seller, featuring a large gallery space complete with gourmet kitchen for demos.
- **Time & Space Limited**, an art and performance space, which boasts a movie theater.
- **The Hudson City School District**, which has a dedicated Literacy Coach and diverse student body. Hosts of the **Hudson Children's Book Festival**, now in its 7th year.
- Regular radio and fundraising events with **WGXC**, the local listener-supported radio station.

## Promotion

- Over 2900 likes on Facebook.
- @spottedogbooks on Twitter (620+ followers).
- Regularly posting to a variety of events-focused media and calendars.
- Professionally designed flyers posted in-store and around the community.
- Streaming and guest appearances on WGXC Community Radio.
- Local business and non-profit cross-promotion.
- Walkable downtown shopping and street visibility.
- Downtown festivals and parades drawing thousands during the holiday shopping and summer/fall tourist seasons.

